PRODUCT INFORMATION **1**
SUPPLY SYSTEM

② MAKE
REGISTRATION

④
SERVICE PROVIDING SERVER

2e
REGISTRATION
PAGE

2a
DATABASE

2d
RELATED
PRODUCT PAGE

2c
PRODUCT
PAGE

2b
NUMBER-OF-
TIMES
ACCUMULATING
PART

① E-MAIL

② MAKE
REGISTRATION

⑩ REWARD

TERMINAL OF
REGISTRATION
MAKING PERSON

4

③ INTRODUCE
PRODUCTS

⑤ INQUIRE

⑥ SEARCH AND
EXTRACT

⑦ MAKE
REFERENCE

⑨ STORE

⑧ BUY
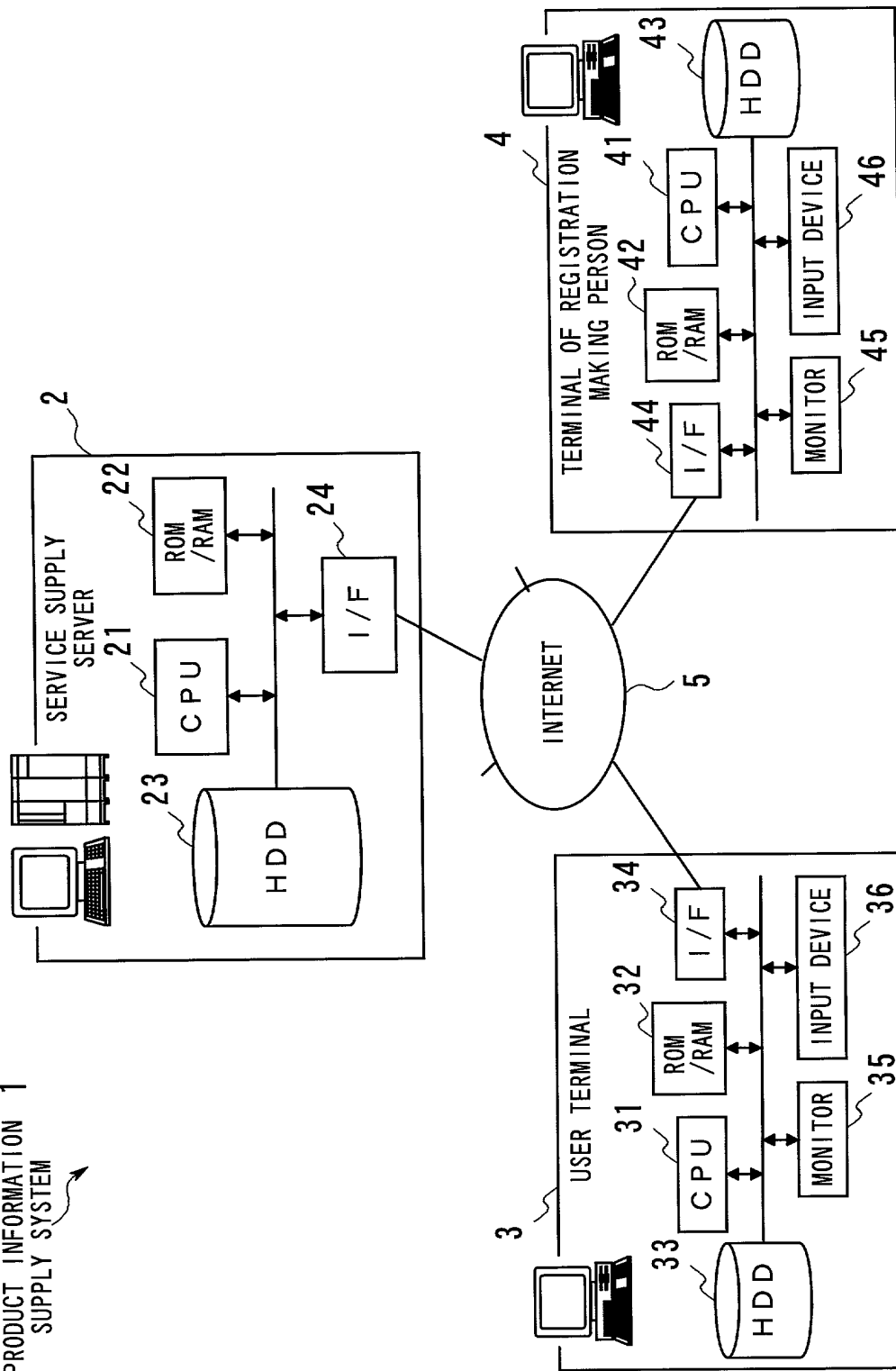ORDER

④ CHOOSE
PRODUCT

USER TERMINAL

3

FIG. 1

PRODUCT INFORMATION 1
SUPPLY SYSTEM

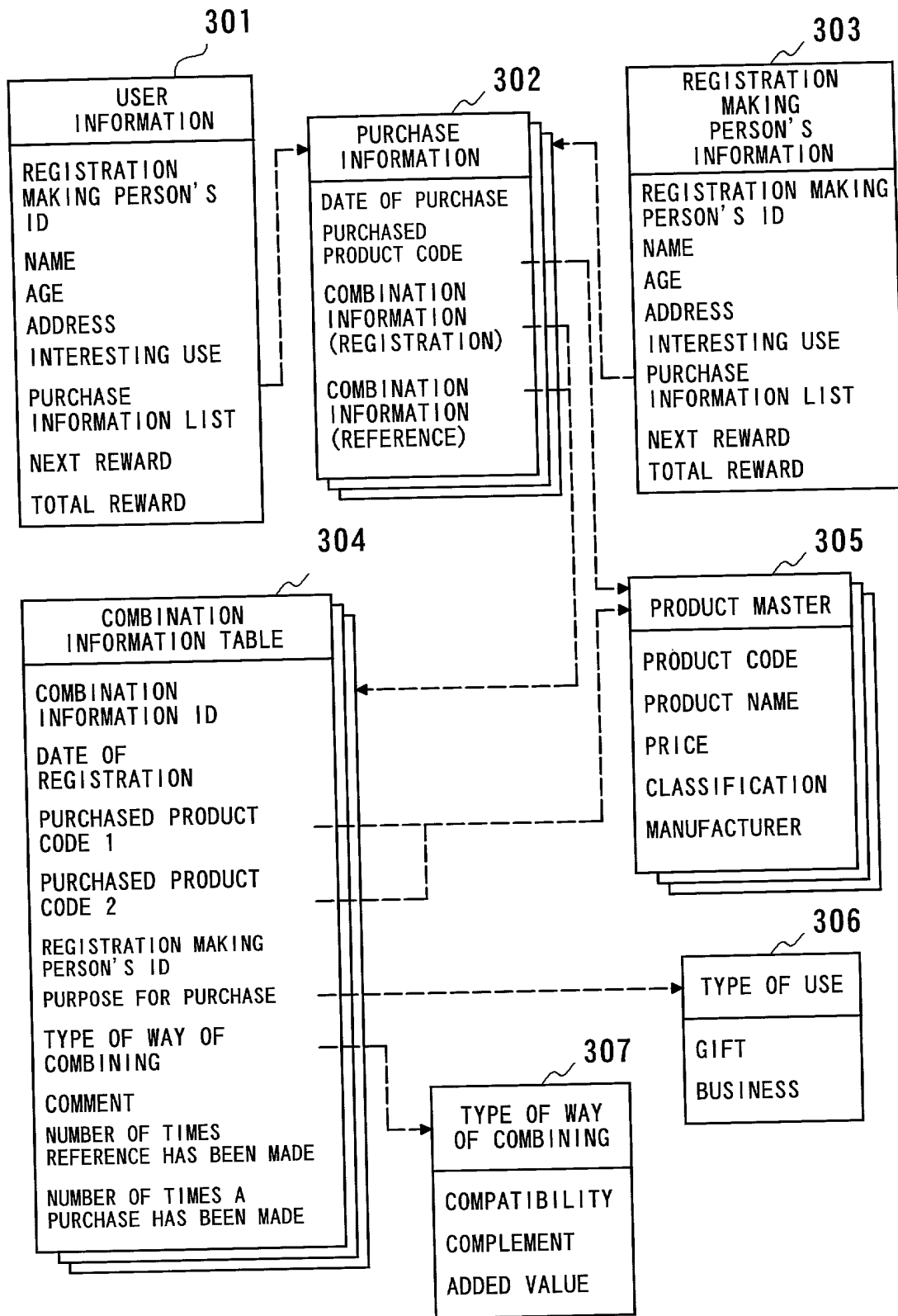SERVICE SUPPLY
SERVER   2

CPU   21   22   ROM
                       /RAM

              23
HDD   I/F   24

                INTERNET   5

TERMINAL OF REGISTRATION
MAKING PERSON   4   43
                            HDD

              42   41
I/F   44   ROM   CPU
           /RAM

MONITOR   45   INPUT DEVICE   46

USER TERMINAL   3

34
I/F   32   31
      ROM   CPU   33
      /RAM   HDD

MONITOR   35   INPUT DEVICE   36

FIG. 2

301

USER INFORMATION
REGISTRATION MAKING PERSON'S ID
NAME
AGE
ADDRESS
INTERESTING USE
PURCHASE INFORMATION LIST
NEXT REWARD
TOTAL REWARD

302

PURCHASE INFORMATION
DATE OF PURCHASE
PURCHASED PRODUCT CODE
COMBINATION INFORMATION (REGISTRATION)
COMBINATION INFORMATION (REFERENCE)

303

REGISTRATION MAKING PERSON'S INFORMATION
REGISTRATION MAKING PERSON'S ID
NAME
AGE
ADDRESS
INTERESTING USE
PURCHASE INFORMATION LIST
NEXT REWARD
TOTAL REWARD

304

COMBINATION INFORMATION TABLE
COMBINATION INFORMATION ID
DATE OF REGISTRATION
PURCHASED PRODUCT CODE 1
PURCHASED PRODUCT CODE 2
REGISTRATION MAKING PERSON'S ID
PURPOSE FOR PURCHASE
TYPE OF WAY OF COMBINING
COMMENT
NUMBER OF TIMES REFERENCE HAS BEEN MADE
NUMBER OF TIMES A PURCHASE HAS BEEN MADE

305

PRODUCT MASTER
PRODUCT CODE
PRODUCT NAME
PRICE
CLASSIFICATION
MANUFACTURER

306

TYPE OF USE
GIFT
BUSINESS

307

TYPE OF WAY OF COMBINING
COMPATIBILITY
COMPLEMENT
ADDED VALUE

FIG. 3

Thank you for your purchase of personal computer "A".
If you know a product that is convenient in concurrent use, please let us know.
If another customer purchases a product by referring to your comment, we will give you a product discount coupon.

Product Classification
402 402a

Product Name
403

Sales Shop
404 404a

Use
405 405a

Type of Way of Combining
406 406a

407

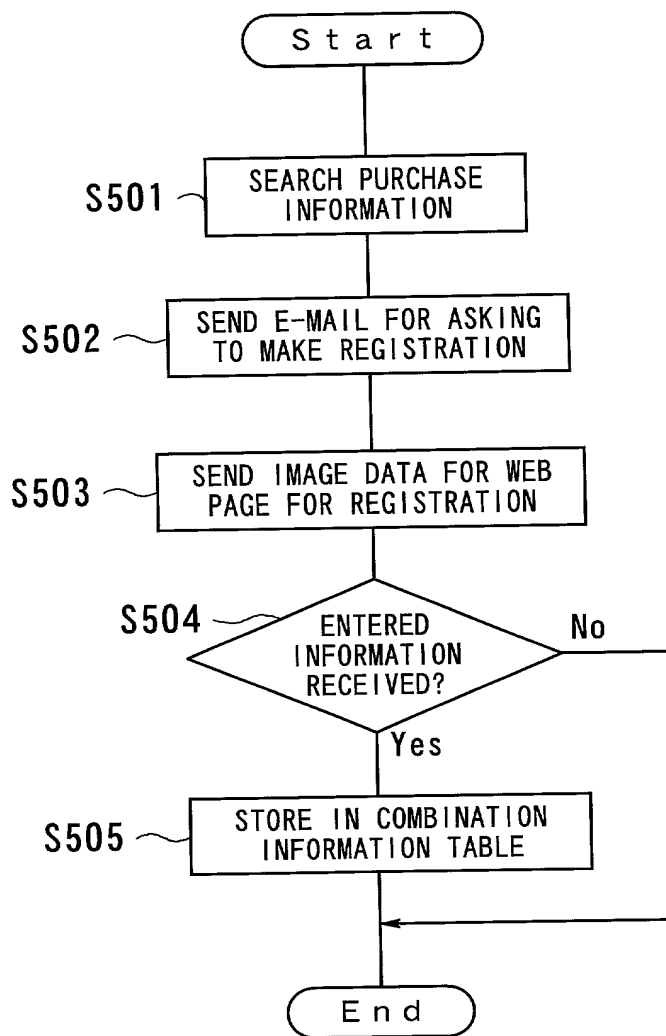Comments (convenient in "what", useful to "what", and so on)

400
401

FIG. 4

```
                        ⎛   Start   ⎞

                  ┌──────────────────────┐
         S501 ───│   SEARCH  PURCHASE    │
                  │     INFORMATION       │
                  └──────────────────────┘

                  ┌──────────────────────┐
         S502 ───│ SEND E-MAIL FOR ASKING│
                  │  TO MAKE REGISTRATION │
                  └──────────────────────┘

                  ┌──────────────────────┐
         S503 ───│ SEND IMAGE DATA FOR WEB│
                  │  PAGE FOR REGISTRATION │
                  └──────────────────────┘

                        ╱  ENTERED  ╲          No
         S504 ───     ◄  INFORMATION   ►────────┐
                        ╲  RECEIVED?  ╱          │
                          Yes                    │
                  ┌──────────────────────┐       │
         S505 ───│  STORE IN COMBINATION │       │
                  │   INFORMATION TABLE   │       │
                  └──────────────────────┘       │
                            ◄──────────────────────┘

                        ⎛    End    ⎞
```

FIG. 5

600

You may consider a purchase of personal computer "A".
There is a person who recommend simultaneously buying
the following products.

*PC carry case "B" → Go to shop ⎯⎯ 606

"just fit size" (compatible)   ☆☆☆ "mobile use" ⎤ 603
    ⎿601   ⎿602   ⎿604
605 ⎯   to the details of recommendation information

*Network card "C" → Go to shop

"Portability is comparatively good" (compatible)
☆☆ "network use"
        to the details of recommendation information

*Virtual CD-ROM software package "D" → Go to shop

"convenient when removing CD-ROM drive"(complementary)
☆ "mobile use"
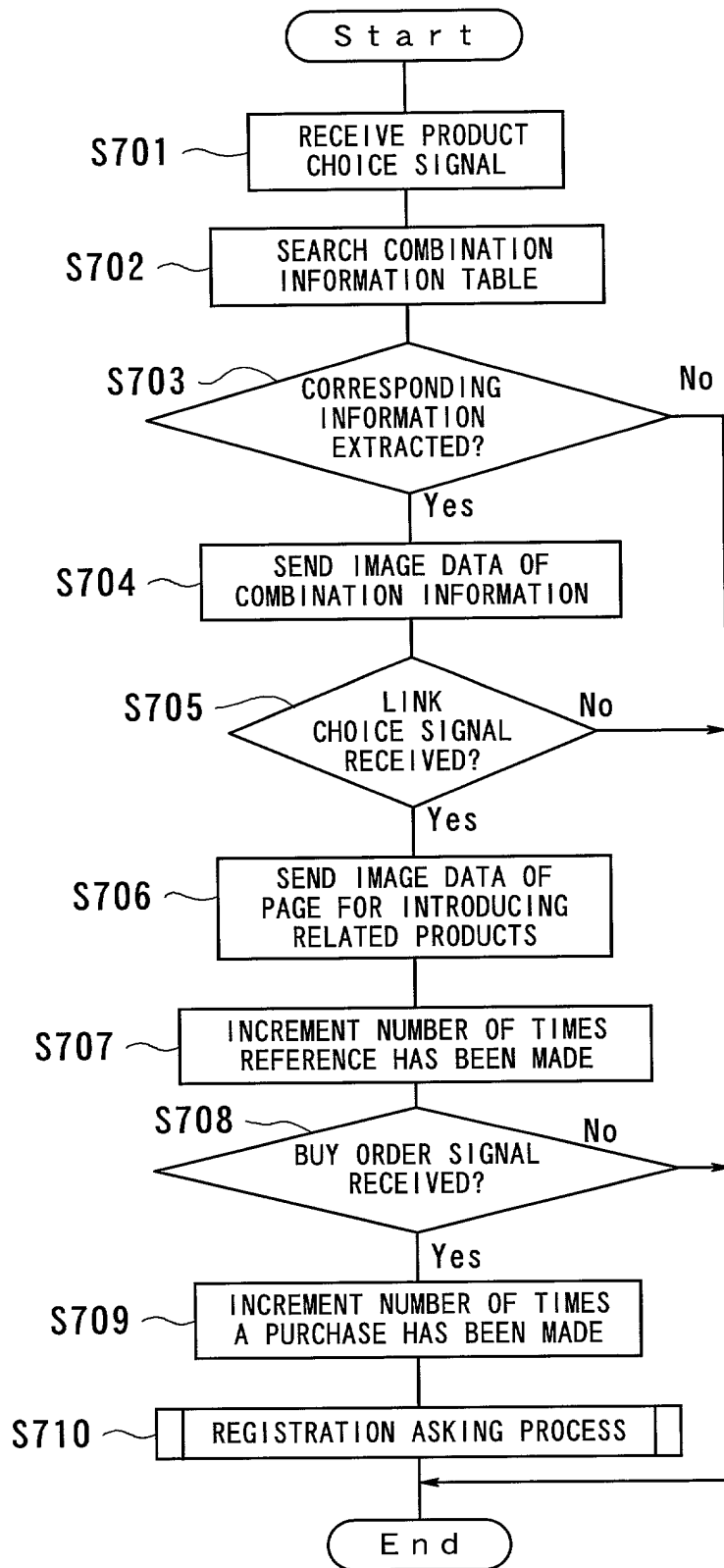   to the details of recommendation information

FIG. 6

```
                    ┌─────────────┐
                    │    Start    │
                    └──────┬──────┘
                           │
                    ┌──────┴──────┐
       S701 ────────│ RECEIVE PRODUCT │
                    │ CHOICE SIGNAL │
                    └──────┬──────┘
                           │
                    ┌──────┴──────┐
       S702 ────────│ SEARCH COMBINATION │
                    │ INFORMATION TABLE │
                    └──────┬──────┘
                           │
                    ╱──────┴──────╲                        No
       S703 ──────╱  CORRESPONDING  ╲─────────────────────────┐
                  ╲   INFORMATION    ╱                         │
                   ╲   EXTRACTED?   ╱                          │
                    ╲──────┬──────╱                            │
                           │ Yes                               │
                    ┌──────┴──────┐                            │
       S704 ────────│ SEND IMAGE DATA OF │                     │
                    │ COMBINATION INFORMATION │                │
                    └──────┬──────┘                            │
                           │                                   │
                    ╱──────┴──────╲       No                   │
       S705 ──────╱      LINK       ╲──────────────────────────┤
                  ╲  CHOICE SIGNAL  ╱                          │
                   ╲   RECEIVED?   ╱                           │
                    ╲──────┬──────╱                            │
                           │ Yes                               │
                    ┌──────┴──────┐                            │
       S706 ────────│ SEND IMAGE DATA OF │                     │
                    │ PAGE FOR INTRODUCING │                   │
                    │ RELATED PRODUCTS │                       │
                    └──────┬──────┘                            │
                           │                                   │
                    ┌──────┴──────┐                            │
       S707 ────────│ INCREMENT NUMBER OF TIMES │              │
                    │ REFERENCE HAS BEEN MADE │                │
                    └──────┬──────┘                            │
                           │                                   │
                    ╱──────┴──────╲       No                   │
       S708 ──────╱               ╲──────────────────────────┤
                  ╲ BUY ORDER SIGNAL ╱                         │
                   ╲   RECEIVED?    ╱                          │
                    ╲──────┬──────╱                            │
                           │ Yes                               │
                    ┌──────┴──────┐                            │
       S709 ────────│ INCREMENT NUMBER OF TIMES │              │
                    │ A PURCHASE HAS BEEN MADE │               │
                    └──────┬──────┘                            │
                           │                                   │
                    ┌──────┴──────┐                            │
       S710 ────────║ REGISTRATION ASKING PROCESS ║            │
                    └──────┬──────┘                            │
                           │◄──────────────────────────────────┘
                    ┌──────┴──────┐
                    │    End      │
                    └─────────────┘
```

FIG. 7

Thank you for your purchase of personal computer "A".
You have simultaneously bought products listed below.
If you have any comment such that cooperative
use of these products is convenient or compatible,
please let us know.
If another customer purchases a product by referring
to your comment, we will give you a product discount coupon.

◯ Product 1
    Product name
        PC carry case "B" (purchased in bag shop E)
◯ Product 2
    Product name
        Virtual CD-ROM software package "D" (purchased in
        software shop F)

Use   Type of Way of Combining

▶   ▶

803   803a   804   804a

Comments (convenient in "what",
    useful to "what", and so on)

805

800

801

802

FIG. 8

901

TARGET-BASED MARKETING INFORMATION	
AGE-BASED	INFORMATION LIST OF COMBINATIONS OF RECOMMENDED PRODUCTS
PURPOSE-BASED	INFORMATION LIST OF COMBINATIONS OF RECOMMENDED PRODUCTS
TASTE-BASED	INFORMATION LIST OF COMBINATIONS OF RECOMMENDED PRODUCTS
etc.	

FIG. 9 (A)

902

PURCHASER INFORMATION

PROFILE OF PURCHASED PRODUCTS

LIST OF PRODUCTS (RECOMMENDED PRODUCTS) THAT WERE NOT PURCHASED

ATTRIBUTES OF PURCHASER
etc.

FIG. 9 (B)

903

PRODUCT DEVELOPMENT/ IMPROVEMENT INFORMATION

PRODUCTS THAT WERE NOT PURCHASED ALTHOUGH COMBINATIONS THEREWITH WERE RECOMMENDED

LIST OF ITEMS TO BE IMPROVED

LIST OF SALES CHANNELS

etc.

FIG. 9 (C)

MARKETING REPORT

We have analyzed information concerning a simultaneous purchase of notebook PC and PC carry case. Please use a set sales plan and product plan.

We have found that users of 20s and purchases of notebook PC "E" have a strong trend to choose "match in color/design" of the type of way of combining. For example, they comment "color is fit" or "design is good". The following combinations in terms of "match in color/design" are of good repute:

• notebook PC "A" and carry case "B"
• notebook PC "E" and carry case "F"

Many users over 50s comment "light" or "easy to carry." The following combinations are of good repute:

• notebook PC "A" and carry case "B"

The age-based ratio of simultaneous purchase

• 10s ...... 3 %
• 20s ...... 1 0 %
• 30s ...... 8 %
• 40s ...... 3 %
• over 50s ...... 2 %

FIG. 10